

MAIN STREET ADVISORY BOARD MEETING MINUTES

The Town of Manteo Main Street Advisory Board held a meeting on Monday, October 13, 2022 at 4:00 p.m. at 407 Budleigh Street, Manteo, NC.

The following members were present:

- Tanya Lamo – Chair
- Jamie Anderson, Vice-Chair
- Rashad Daniels
- Bill Massey
- Jessica Sands
- Burnley Cook
- Garrett Basnight
- Sherry Wickstrom - Board of Commissioners Liaison

Members absent:

- Charles McKenney
- Michelle Lewis

Staff present:

- Michele Bunce, Program Manager

CALL TO ORDER Chair Lamo called the meeting to order at 4:09 PM.

SUBJECT: Adoption of Agenda

MOTION: A motion was made by Member Massey and seconded by Member Sands to adopt the agenda and was approved unanimously. **Motion carried.**

SUBJECT: Approval of August 29, 2022 Minutes

MOTION: A motion was made by Member Massey and seconded by Member Cook to approve the minutes and was approved unanimously. **Motion carried.**

SUBJECT: Walking the Beat of Main Street

Ms. Bunce shared a video from Lenoir, NC that showcased the branding process they went through for their Main Street program.

NEW BUSINESS

SUBJECT: Small Business Saturday

Ms. Bunce shared information about the Small Business Saturday, which is on November 26, 2022 to see if the group may want to do anything to help support the local businesses. Member Anderson has been a participating merchant and neighborhood champion through her business, Downtown Books. She stated that American Express, who coordinates the program, will send you materials but the challenge is getting those materials out to everyone. Chair Lamo asked Member Anderson how quickly the materials come, and Member Anderson said they come quickly. Member Massey mentioned the rebates that are offered to cardholders. He mentioned that we should keep in mind all the small businesses throughout town. Member Anderson said she would check to see if we can still participate, and we can go from there. All the members agreed.

Member Basnight asked if the group should have a table at the Merry Market on November 18, 2022 to help promote the program and local businesses? All members agreed they should. Staff member Bunce reviewed information about the Merry Market. Member Massey asked if the town could close Queen Elizabeth Avenue and have the market vendors along the street. Ms. Bunce reviewed what it entails to close a street like Queen Elizabeth Avenue with the group. Member Sands asked if the group thought that by closing the street if that would encourage the businesses in the area to stay open later. Member Sands stated that live music would be good to have at the Merry Market.

SUBJECT: Four Point Approach

Ms. Bunce shared informational sheets on Promotion and Organization, which are two areas that make up the Four Point Approach. The Main Street program is centered around these transformation strategies. These same sheets are available on the Town's Main Street website page.

OLD BUSINESS

SUBJECT: Future Meeting Dates and Times

Ms. Bunce stated that she sent the members a Doodle Poll on what days and times would work best for them in regards to meetings of this group. All members agreed to meet the second Thursday of each month at 4:00 PM beginning in 2023. All members agreed that the next meeting would be scheduled for Thursday, November 3rd at 4:00 PM.

SUBJECT: Trainings

Ms. Bunce reminded the members about trainings offered through the Main Street program. She stated that the next training is on Design, which is scheduled for October 26th. Ms. Bunce stated that if anyone is interested in these helpful trainings, she will be happy to help with the registration and payment.

SUBJECT: Education Awareness Campaign

Ms. Bunce suggested that it would be good to work on an education awareness campaign in regards to Main Street. She mentioned the idea of bringing back Main Street Mondays. Prior to the Town receiving its Main Street designation, the Town posted information on the program every Monday. The postings were called Making Our Way to Main Street Mondays.

Member Basnight mentioned the concept of stories as an option. Member Daniels mentioned doing activities/contest type things like guess this location. Ms. Bunce mentioned the idea of "meet the business" owner video clips as an idea.

Ms. Bunce stated that there is more work to be done in regards to education awareness.

PRESENTATIONS AND REPORTS

SUBJECT: Homework

Ms. Bunce thanked the Members for all their help with completing the homework assignment from the last meeting – Eight Characteristics of a Great Main Street. This exercise can also be expanded upon as we continue to move forward.

PUBLIC COMMENT

Members of the public are invited to address the Main Street Advisory Board on any topic. Public Comment is not intended to require the Board to answer any impromptu questions or to take any action on items brought up during the public comment period. Speakers will address all the comments to the Board as a whole and not one individual member. Discussions between speakers and members of the audience will not be allowed. Time limits are 3 minutes per person or 5 minutes per group. Please identify yourself and your location so that your statements can be recorded.

There were no comments offered by the public.

ADVISORY BOARD MEMBER COMMENTS

There were none.

ADJOURNMENT

Meeting adjourned at 5:14 PM.

A motion was made by Member Basnight and seconded by Member Daniels to adjourn the meeting and was approved unanimously. **Motion carried.**

This the 13th day of October 2022.

ATTEST:

Jamie Whitley, Town Clerk